

**Application for Account Executive**

Academic Year: 2021-22.

Deadline for all materials is 5 p.m. CST on Friday, April 16, 2021.

Applications should be emailed to incoming executive director Aimee Galaszewski at aimee.galaszewski@marquette.edu.

Materials to submit include:

- Attached form and answers to questions below

- Résumé

- Cover letter outlining your qualifications for this position

Best of luck and thank you for your interest in Marquette student media.

**Job description:**

**Position purpose:**

The Account Executive of the Marquette Wire identifies existing advertising clients and provides them with exceptional service. The Account Executive also provides exceptional service to new clients who contact the Marquette Wire with inquiries.

**Nature and Scope:**

The Account Executive oversees the sales process for advertisements on the Marquette Wire website, as well as for the Marquette Tribune, Marquette Journal, MUTV and Marquette Radio. The Account Executive is not expected to identify new clients, but is expected to provide service to new advertisers who reach out to purchase advertisements with the Marquette Wire.

**Specific job duties:**

* Responsible for soliciting all advertising for the Marquette Wire, including the Marquette Tribune, Journal, MU Radio and MUTV
* Coordinates entire sales process, including managing overall Sales inquiries for the Marquette Wire
* Handles heavy email and phone work, sometimes remotely
* Develops knowledge of all services offered by the Wire
* Follows up with clients regarding satisfaction
* Follows up on billing and invoicing of clients
* Tracks activity and maintains records of sales
* Helps place premade ads on the page for the Tribune and Journal if requested, knowledge of Adobe InDesign is desirable
* Supervises and helps train Billing position

**Information for Account Executive, Marquette Wire**

NAME:

POSITION APPLYING FOR:

ACADEMIC MAJOR:

MINOR:

OVERALL GPA (Optional):

YEAR IN SCHOOL:

EMAIL:

PHONE:

HOME ADDRESS:

CITY:

STATE/ZIP: